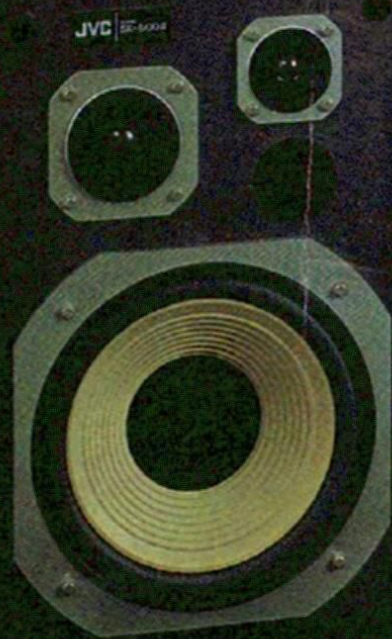


# JVC

## HIGH FIDELITY SYSTEMS



**METAL**  
METAL TAPE COMPATIBLE



Closer to the Musical Truth



## SYSTEM 511



# JVC

HIGH FIDELITY SYSTEM

## JVC CREATES THE **METAL AGE**

Metal-particle tape has taken cassette recording into a new era of musical brilliance. Finally, cassette tape is second to no other recording medium in terms of high fidelity reproduction. Metal tape, the new dream recording medium, gives an incomparable wider dynamic range at high frequencies. Better recording/playback frequency response. Lower distortion. High signal-to-noise ratio, especially at high frequencies.

Technically speaking, metal tape offers two very significant improvements:

(1) Twice the coercivity ( $H_c$ ) of chrome. This means higher output at higher frequencies. No more cramping of high-frequency signals on tape. Cymbals or trumpet blasts don't sound dull and constricted any more; even high frequencies now sound "live".  
(2) Twice the residual flux density ( $Br$ ) or chrome.

This means high output across the entire frequency range for much more mid-to-low frequency information in recording. As a result noise is greatly lowered; it's almost inaudible even during the softest passages, even without using a noise reduction system. Add to these wider dynamic range and lower distortion and you'll understand

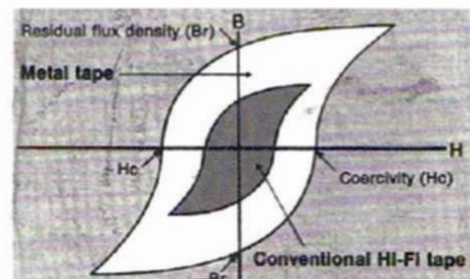
why metal tape brings you the best cassette sound yet.

Just imagine what metal tape technology can do for your music. And then imagine how your music will sound when you play it on the leader in metal tape technology.

Unquestionably that leader is JVC. JVC were the first in the world to develop and market cassette decks capable of handling metal tape. We created the "Metal Age". Not surprisingly, our metal tape compatible decks are the state-of-the-art standard in the industry.

All the new JVC cassette decks are designed to accept all four kinds of tape now available: normal, chrome, ferri-chrome, and of course metal.

### Hysteresis curves: Metal vs. Conventional Hi-Fi Tape





# JVC HIGH FIDELITY SYSTEM 733

## R-S7

### FM/AM STEREO RECEIVER

- 50 watts per Channel, min RMS (Both Channels driven into 8 ohms, 20 Hz to 20 kHz, 0.03% THD).
- Low-Noise Phono Equaliser with Amazing 90dB S/N.
- PLL Multiplex Demodulator in IC for Wide FM separation.
- Exceptionally high FM S/N by Newly-Developed IC.
- JVC's Triple Power Protection.

#### Two "P's" to Remember — Power and Performance — for Purer Sound

The JVC R-S7 delivers 50 watts per channel power. Add control capabilities, looks, durability and circuitry and you've got the superb JVC R-S7.

**Phono Equalisation is Accurate with an Impressive 90dB Signal-to-Noise Ratio**  
Microelectronics have their place, but there's no ICs in this Phono Equaliser formed of discrete parts. No IC, for instance, can ensure the high signal-to-noise ratio of 90dB.

#### Extra Rugged Power Transistors for More

The power amp of the R-S7 is a sophisticated, fully complementary OCL type, with as many as twelve transistors in each channel. The power transistors themselves are extra rugged to provide true performance over a wide range of output. This means more musical margin.

## R-S7



#### Full Safety is Assured with JVC's Triple Power Protection

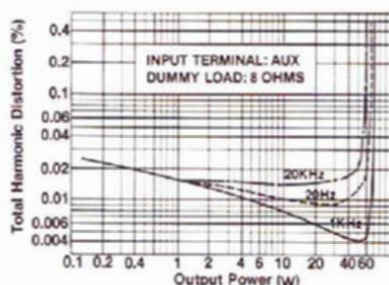
This safeguards your system by providing three important functions:

- (1) power on/off; shock noise never reaches the speakers;
- (2) speakers are electronically disconnected in the event that an abnormal DC voltage appears at the terminals; speaker damage is entirely avoided; and
- (3) power transistors are protected in the event of shorts, low speaker impedance or other power-related mishaps.

#### Tuner Performance in FM and AM is Clean

The IF amps and a quadrature detector

in the R-S7 are in IC form. Distortion is only 0.15% or less (mono), the signal-to-noise ratio is an outstanding 82dB, and the frequency response is 30 to 15,000 Hz.



Power vs. Distortion

## KD-A33

### METAL CASSETTE DECK

- Versatile Tape Selection — Metal/Fe-Cr/CrO<sub>2</sub>/Normal
- Super ANRS — Automatic Noise Reduction System
- JVC-Perfectd Sen-Alloy Heads — SA Rec/Play Head and two-gap SA Erase
- Two-Motor, Full-Logic ID Tape Transport
- Ready for Remote Control as Optional Extra

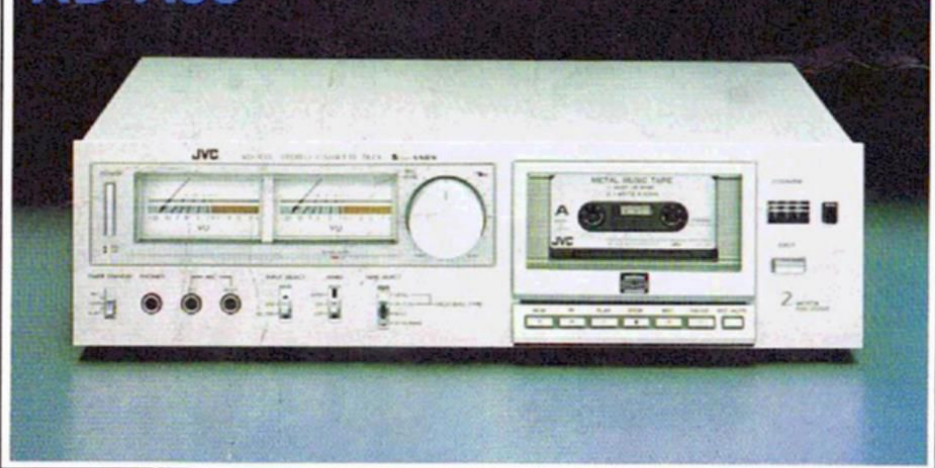
#### Metal Tape Compatible

The KD-A33 accepts all kinds of tape now available, including metal. Metal tape delivers true high-fidelity sound with an incomparable wider dynamic range at high frequencies and lower distortion.

#### Super ANRS

This exclusive JVC Automatic Noise Reduction system solves the problem of tape "hiss" and "saturation" forever, while expanding dynamic range. Played back your tapes sound "Closer to the Musical Truth". And Super ANRS is contained in one IC for higher reliability.

## KD-A33



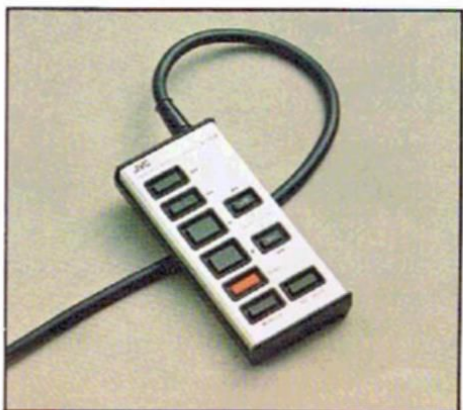
#### Sen-Alloy Heads

JVC perfected Sen-Alloy Heads have the best electromagnetic and physical properties of any material available for tape heads.

#### 2-Motor Full-Logic ID Tape Transport

JVC's tape transport system with the exclusive ID (Independent Drive) mechanism. Simple, precise, dependable. Permits direct change of modes from one to any other, even from fast forward to rewind.

#### Remote Control





## L-A55

### AUTO-RETURN DIRECT-DRIVE TURNTABLE

- Dependable Direct-Drive
- Auto-Return Convenience
- Coreless DC Servo Motor
- Low-Mass, High-Sensitivity Tonearm

#### Direct-Drive Coreless DC Servo Motor

The direct-drive L-A55 highlights JVC's coreless FG (Frequency Generator) servo motor. Because the platter is driven directly by the motor, vibration is insignificant and rotation smooth. And because a coreless FG is used, "cogging", or the microscopic "fits and starts" in platter operation is greatly reduced. The control circuit is an integral part of the motor. Reliability and long-term accuracy are unmatched.

#### Auto-Return Convenience

The L-A55 offers the total convenience of an auto-return turntable. At the end of the record the L-A55 automatically sends the arm to its rest and turns off the power. Or you can manually operate the Reject Lever or the oil-damped Cue Lever.

#### Low-Mass Tubing and Dual-Contact Bearing for Low Friction, High Sensitivity

We've selected a special aluminium alloy — four times harder and more solid than common types — and formed



a thin, low-mass tube from it. This lightweight, low inertia tonearm is as sensitive as the true gimbal support, to allow the mounted cartridge to track the most complex grooves accurately. Another feature has made this tonearm still more sensitive, a Dual-Contact Bearing. Since the balls in the bearing don't come in contact with the tonearm

column itself, friction is reduced by  $\frac{1}{2}$  to  $\frac{1}{3}$ , resulting in higher sensitivity. Also, this construction keeps its mechanical precision over years of use.

## SK-1000 II

### HIGH POWER SPEAKER SYSTEM

- Massive 100 watts RMS per channel
- 52 Litre Enclosures
- Rich 3-Way Bass Reflex
- Wide-Depression Dome Tweeter
- JVC's "Phase Moire Propagation" Technique

Level Controls  
for Mids and Highs



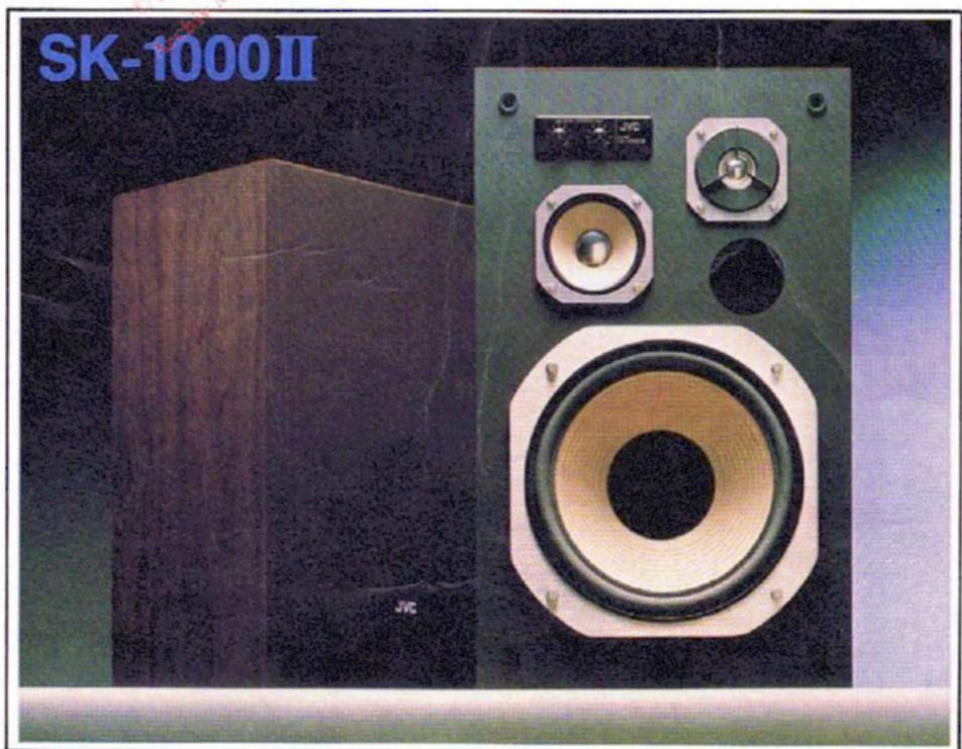
Tune the system to your room's acoustic needs at a touch. Crossover characteristics are determined by the low-distortion network.

#### 3-Way, 3 Speaker Design

The SK-1000 II is our best and cleanest sounding speaker system in the JVC high-power line up. It uses three JVC designed and assembled speaker units, including a 305 mm (12") woofer, 127 mm (5") mid-range and 25 mm (1") dome tweeter.

#### Superb Specifications

No matter how much power you feed to the SK-1000 II, it doesn't lose its superb low-distortion quality. In fact, it easily accepts the high peak input of 200 watts, while delivering an efficiency



of 93dB/W/m and wide, flat frequency response across the 30 to 20,000 Hz range.

#### Level Controls and Enclosure

There are two level controls on the front baffle of the SK-1000 II, one for treble and one for midrange. This lets you tailor the response of the system to suit your individual room acoustics. The SK-1000 II's enclosure is sturdy,

solid and uses panels of ideally-dense materials, braced extensively inside for extra strength.



## R-S5

### FM/AM STEREO RECEIVER

- 27 watts RMS per Channel into 8 ohms, 35 watts RMS per channel into 4 ohms. kHz, 0.03% (THD)
- Low-Noise Phono Equaliser with Amazing 90dB S/N
- PLL Multiplex Demodulator in IC for Wide FM Separation
- Exceptionally high FM S/N by Newly-Developed IC
- JVC's Triple Power Protection

#### Low-Noise Phono Equaliser with Amazing 90dB S/N

High-calibre specifications result from the sophisticated circuitry, the OCL (Output-Capacitor-less) type power amplifier, and the use of high grade transistors throughout.

The result is a discrete phono equaliser giving a very high 90dB signal-to-noise ratio.

#### Extra Rugged Power Transistor For More

The power amp of the R-S5 is a sophisticated, fully complementary OCL type, with as many as twelve transistors in each channel. The power transistors themselves are extra rugged to provide true performance over a wide range of output. This means more musical margin.

#### Full Safety is Assured with JVC's Triple Power Protection.

This safeguards your system by

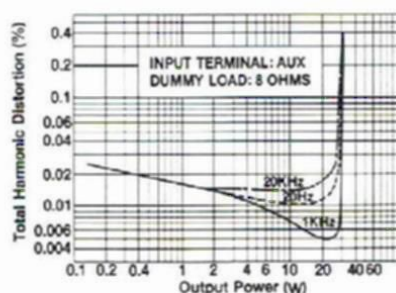
providing three important functions:

- (1) power on/off; shock noise never reaches speakers;
- (2) speakers are electronically disconnected in the event that an abnormal DC voltage appears at the terminals; speaker damage is entirely avoided; and
- (3) power transistors are protected in the event of shorts, lower speaker impedance or other power-related mishaps.

#### Tuner Performance in FM and AM is Clean

The IF amps and a quadrature detector in the R-S5 are in IC form. Distortion is only 0.15% or less (mono), the

signal-to-noise ratio is an outstanding 82dB, and the frequency response is 30 to 15,000 Hz.



Power vs. Distortion



DOLBY SYSTEM

## KD-A11

### METAL CASSETTE DECK

- Versatile Tape selection  
— Metal/FeCr/CrO<sub>2</sub>/Normal
- Dolby Noise Reduction System
- JVC Metaperm Rec/Play Head
- Low Wow/Flutter (0.05% WRMS)

#### Metal Tape Compatible

Of the four major types of tape on the market today, metal tape far outdistances the others in offering low-noise/low-distortion performance with wide dynamic range of high output level. The KD-A11 is fully metal tape compatible.

#### Dolby Noise Reduction System

The KD-A11 has a built-in Dolby® Noise Reduction System; which like the JVC ANRS makes your music more listenable by "de-hissing" your tapes. ("Dolby" and the Double-D symbol are trademarks of Dolby Laboratories.)

#### JVC Metaperm Rec/Play Head

To obtain the best from metal tape the KD-A11 features the JVC "Metaperm" head for recording and playback (made of a tough new alloy with very good electromagnetic characteristics) and the improved deck electronics to back it up. Generous use of ICs throughout has helped us to expand the dynamic range and reduce noise in the circuitry. And the ID tape transport system is an extra bonus for its unbeatable speed

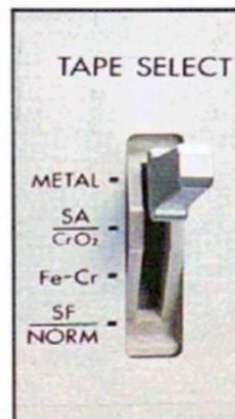
accuracy.

#### Low Wow/Flutter

JVC engineers have used a powerful, silent motor and a low-friction tape path design to reduce the wow/flutter specification to a low 0.05% (WRMS).



Metaperm Head



Tape Select Switch





# JVC HIGH FIDELITY SYSTEM 511

## L-A11

### AUTO-RETURN BELT-DRIVE TURNTABLE

- Auto-Return Convenience
- Reliable Belt-Drive
- JVC 4-Pole Synchronous Motor
- Low-Mass, High-Sensitivity Tonearm

#### Auto-Return Convenience

Set the automatic mechanism of the L-A11 in motion then sit back and enjoy the music.

At the end of the record the L-A11 automatically sends the arm to its rest and turns off the power.

You can interrupt play with the Reject Lever or even use the oil-damped Cue Lever to select your favourite recordings regardless of the arranged sequence of the record.

#### Reliable Belt-Drive

A 4-pole synchronous motor — the one we've chosen especially out of the JVC multiple-motor line up — is coupled in the L-A11 with a time tested belt-drive system.

These two features work together to minimise reproduction of noise, and ensure accurate platter speed, unaffected by changes in loads or power voltages.

#### Low-Mass, High-Sensitivity Tonearm

We've selected a special aluminium alloy — four times harder and more solid than common types — and formed



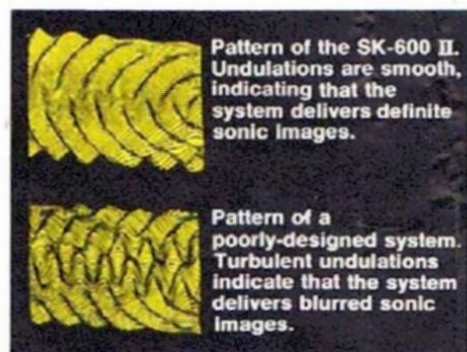
a thin, low-mass tube from it. This lightweight, low inertia tonearm is as sensitive as the true gimbal support, to allow the mounted cartridge to track the most complex grooves accurately. Another feature has made this tonearm still more sensitive, a Dual-Contact Bearing. Since the balls in the bearing don't come in contact with the tonearm

column itself, friction is reduced by  $\frac{1}{2}$  to  $\frac{1}{3}$ , resulting in higher sensitivity. Also, this construction keeps its mechanical precision over years of use.

## SK-600 II

### 3-WAY SPEAKER SYSTEM

- 60 Watts RMS per channel
- 3-Way, 3-Speaker design
- Rich and Realistic Reproduction from Bass Reflex Enclosure
- Wide Frequency/Dynamic Range
- JVC's "Phase Moire Propagation" Technique



Pattern of the SK-600 II. Undulations are smooth, indicating that the system delivers definite sonic images.

Pattern of a poorly-designed system. Turbulent undulations indicate that the system delivers blurred sonic images.

#### 3-Way, 3-Speaker Design

SK-600 II uses three JVC designed and assembled speaker units: a 250 mm (10") woofer, 127 mm (5") midrange and a 25 mm (1") dome tweeter.

#### JVC's Phase Moire Propagation Pattern Technique

"Phase Propagation Technique" is a computer-assisted technique applied to speaker design. It is a process of translating sonical interactions of a



speaker system into a visual pattern at the frequency where the transaction from one speaker to the other occurs. It is a special technique that has allowed us to make sure you'll achieve from the JVC speakers the same sharply-defined localisation of a musical instrument that you would get at a live concert. Special care has been given to the woofer for reproduction of

realistic bass. Its features include a rigid low-mass diaphragm, but even more important, a dome tweeter that covers the high frequencies is already famous for transparency and ideal wide dispersion. All of these units are carefully phase-aligned by the Phase Moire Propagation Technique, which means you'll get clean sonical images of musical instruments in your room.



# SYSTEM 733



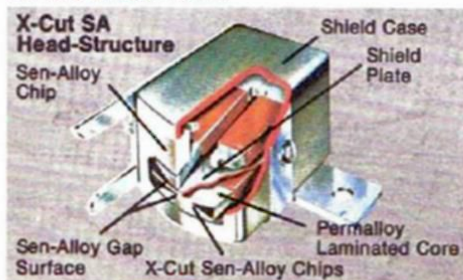
In our technical research and development at JVC we have always emphasised the significance of five essential areas of cassette deck design — tape versatility, tape heads, electronics, tape transport and control functions.

All new JVC cassette decks offer total tape versatility, including metal. And the ultra-sophisticated JVC KD-A33 deck featured in System 733 offers superior technology in the other essential areas of cassette deck design.

## Sen-Alloy Head

The JVC SA head has the best electromagnetic and physical properties of any material available for tape heads.

The JVC Sen-Alloy record/play head contributes to greatly improved signal-to-noise ratio and wider dynamic range. And we even use a Sen-Alloy head — an advanced two-gap type — for the erase head.



## Super ANRS

### Automatic Noise Reduction System

JVC has solved problems with tape "hiss" and "saturation" with the JVC Super ANRS (Automatic Noise Reduction System). This exclusive JVC system not only eliminates tape hiss and saturation, it also improves signal-to-noise ratio and significantly improves dynamic range at high frequencies. Played back, your tapes sound "Closer to the Musical Truth".

## Anticassette Tape Transport

JVC's tape transport system is the highly-advanced, two-motor, full-logic kind with the exclusive ID (Independent Drive) mechanism and extremely light-touch operating button.

Simple, precise, dependable. Permits direct change of modes from one to any other. And can be remote-controlled with an optional remote control unit.

## BEST Tuning System

The B.E.S.T. tuning system is a computer-controlled system for automatic adjustment of recording bias, equalization and sensitivity. B.E.S.T. (Bias, Equalization and Sensitivity of Tape) will bring you top performance — the widest possible frequency range and the flattest possible response.

# JVC

HIGH FIDELITY SYSTEM



# JVC CREATES THE METAL AGE



**VICTOR COMPANY OF JAPAN LIMITED**

Fifty years of technical innovation has put JVC in the forefront of modern electronics manufacture. Metal tape compatible decks, SA (Sen-Alloy) Head, Super ANRS (Automatic Noise Reduction System), B.E.S.T. tuning system — these are just a few achievements the company has popularised throughout the world. What's the secret of this innovation? For one thing, it is our determined dedication to the faithful reproduction of original musical performance, to our supreme objective of bringing reproduced sound closer to the real thing. Or, as we are fond of saying,

Closer to the Musical Truth

Secondly, we have our own research and development divisions — like the JVC Audio engineering Research Centre, which is continually engaged in technical research and development at all levels.

Yes, this is the same organisation whose theoretical studies in electronics, acoustics and related fields have earned world-wide recognition, and whose applied scientific discoveries have led to the many technical innovations built into JVC high fidelity systems.

A word about our philosophy regarding

the "Musical Truth". We feel that a "high fidelity" component must be judged not only by its ability to perform its functions over a wide range of frequencies, within certain levels of noise and distortion and other specifications, but it must also be judged subjectively, in actual musical reproduction. It must therefore live up to the critical musical taste and senses of your ears, for you are the final judge.

To us, the terms "the Musical Truth" and "high fidelity" are synonymous.

**Available at:**

**JVC High Fidelity Systems are marketed by Atlas Majestic Industries Ltd,  
New Zealand Agents for JVC audio and video equipment.**

Head Office and Sales: 21 Huia Road, Private Bag, Otahuhu, Auckland 6. Phone: (9) 27 67-099, (9) 27 63-949